

Downtown Business Retention and Recruitment

Harrisonburg Downtown Renaissance
Eddie Bumbaugh, Executive Director



Objectives

- Identify critical groundwork steps that create an environment for retaining and recruiting downtown businesses
- Identify strategies and resources to retain and strengthen existing downtown businesses
- Learn helpful incentives and techniques to recruit new downtown businesses
- Develop partnerships which share responsibilities and promote retention and recruitment objectives



Agenda

- Business-Friendly Environment
- Business Retention
- Business Recruitment
- Case Studies
- Questions



History

How do you create a business-friendly downtown?



Focus

1. Organization or person focused on downtown revitalization



Knowledge

2. Knowledge of community and customer base



Support




3. Supportive city government and community





Image

4. Positive and optimistic image

Vision

5. Vision to retain and attract business.




Priorities

More people working and living downtown





Priorities


More people dining and attending events downtown





Priorities

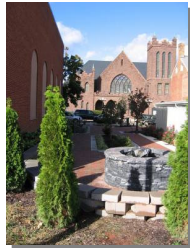
More people visiting downtown





Priorities

Developing a welcoming and attractive downtown



Priorities

Vision for Downtown



Retention

How do you keep businesses viable?



Retention

Programs and Incentives

- Merchants of Historic Downtown Harrisonburg
- Downtown Dining Alliance
- Shopping and Dining Guide
- Downtown Gift Certificates
- Coop Advertisements
- Newsletter
- Website
- Façade Enhancement Grants
- Focus Groups
- Light Up the Night
- Design Assistance
- Business Training
- Business Resource Team
- Business Resource Brochure

Case Study

Earth and Tea Cafe



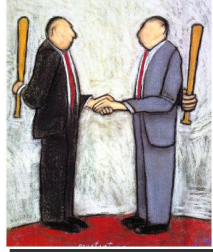
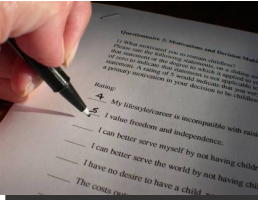
Recruitment

How do you get businesses to locate downtown?



Recruitment

Survey tools and negotiation points



Recruitment

Programs and Incentives

- Economic Revitalization Zone
- Historic Tax Credits
- Central Business District Tax Incentives
- Arts and Cultural District Tax Incentives
- Downtown Technology Zone
- Available Properties Web Listing
- Microloan Program
- Focus Groups
- Vision for Downtown
- Business Recruitment Package



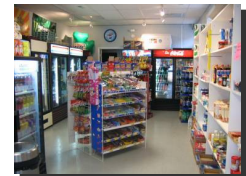
Future Projects

- Children's Museum
- Hotel and Conference Center
- Grocery Store
- Park Project
- Streetscape Phases



Case Study

Midtowne Market



Case Study

Wine on Water



Case Study

Madison Interiors



Case Study

One Court Square



Questions



Ask now or contact me:

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